

SAIL SAN FRANCISCO 2003: YEAR-END REVIEW

SUMMARY:

2003 was an incredibly exciting year for California's coastline, as an unprecedented number of tall ships and training vessels visited multiple California ports. Hundreds of thousands of California residents and visitors were able to board these ships, meet sailors from around the world, and gain appreciation for our state's maritime history and environment.

Six of the ships that visited were international ships (Spain, Peru, Mexico, Colombia, and two from Japan), and the rest were west coast tall ships. Each ship was open to the public for free visits, and certain vessels took the public and Bay Area youth for sail training adventures. The international vessels came to California as "floating goodwill ambassadors." Sail San Francisco recruited these ships to come to California, assisted with their maritime services, crew activities and helped with protocol matters. As well, we did all of the PR, media relations, and outreach for these ships. All but one were open each day to the public, and the west coast ships offered day and evening sails, some specifically aimed at underserved community youth.

SSF wrote press releases, arranged for the media to sail aboard certain ships, and produced fliers, posters, banners, and web ads in order to bring the public on board the vessels. During the foreign tall/training ship visits, we worked with consulates to provide entertainment that reflected the culture of the ship's crew. Too, with each foreign ship visit we indoctrinated the consulates on protocol, assisting with or completely managing many community and governmental related issues. As a result of our outreach alone, we were successful in bringing record visitors to each ship, *always representing a diverse cross section of people visiting and living in SF and other CA ports.*

One of our greatest successes in 2002-03 was bringing the Colombian tall ship, Gloria, to San Francisco, Monterey and San Diego. Her visit was directly related to our recruitment and she relied on us in each port to assist with interfacing to the US Navy, Consul Generals, Mayors and more. Her visit drew thousands to visit her in each port, and involved music and dance performances, and enthusiastic participation from the Colombian and Latino communities. One of our greatest challenges was the visit of the Japanese tall ship, the Nippon Maru. Due to a lawsuit resulting from a visit to New York, the Nippon Maru was not going to open the ship to visitors, thus defeating the purpose of her goodwill visit to San Francisco. Due to our early awareness of this concern, we were able to work with our lawyer and the Japanese consulate to draft a disclaimer that enabled the Nippon Maru to open to the public, bringing over 10,000 visitors to Pier 27. As we are fulfilling a unique role, we are confident that without our intervention the Nippon Maru would not have been open to the public, nor would it have been brought to the attention of anyone in the city, thus depriving

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thousands the opportunity to enjoy her beauty and splendor while stepping into Japan for a few magical moments.

VESSELS:

December 27, 2002-January 2, 2003: Juan Sebastian de Elcano (Spain)

February 24-27: *BAP Mollendo* (Peru)

April 24-May 4: Twin Brigantine *Irving Johnson* (L.A. Maritime)

May 26-31: Japanese Coast Guard training ship *Kojima* (Japan)

July 3-5: Naval training ship *Zapoteco* (Mexico)

July 11-17: Tall ship *Nippon Maru* (Japan)

July 29-August 6: Sail training and oceanographic research tall ship *Robert C. Seamans* (Tacoma, WA)

August 29-September 8: CA's official tall ship *Californian* (San Diego)

September 19-27: 1812 Privateer *LYNX*

September 22-October 3: Tall ship *Gloria* (Colombia)

PROGRAMS WITH VISITING VESSELS:

Adopt-A-Sailor

Public tours

Cultural exchanges between US and foreign vessels

Media relations (TV, Print, Radio)

Protocol liaisons (State Department, USCG, Navy, Consulates, Embassies, City/State officials)

Educational tours

Sail training adventures

Volunteers (for public tours and for crew)

Public outreach

Procurement of city and state resolutions and proclamations

Invitation lists for official events on board

Signs for the public

Cultural entertainment and maritime activities

Coordination of military parades

Arrangement for public concerts for ship bands

Marketing (signs, banners and posters)

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MARITIME SERVICES:

Liaise with shipping agent (immigration, customs, water, fuel, sewage, etc.)
Free docking and pilots
Significantly reduced fees of free services for tugs
Fireboat escorts in and out of port
Tall ship escorts in and out of port

KIDS PROGRAMS:

Nearly 1000 kids from 13 Bay Area schools and youth groups took either hands-on tours of foreign tall ships, or had actual sail training cruises in the Bay. The tours were totally free for all students. The sails were funded in large part by donations that we coordinated from charitable groups who give sail training scholarships. In addition, many other kids were onboard during normal public tours.

We also spent 2003 planning a Maritime Career Fair, to be held in May, 2004. This interactive event will feature a broad cross-section of maritime organizations, as well as tours of working vessels. We are holding it because currently awareness of and access to maritime training opportunities and career information in the Bay Area are extremely fragmented. The diversity and influences of the maritime field, although vital to our history and local economies, are not well understood by local educators or students. Moreover, many students who are exposed to the marine environment through field trips have limited opportunity to understand what careers options exist, or how to access training in these fields. Developments in the maritime industries have produced a need for better qualified and environmentally conscious workers. Sail San Francisco's Maritime Career Fair will facilitate increased understanding of marine industries and human impact on our water planet. Accordingly, Sail San Francisco will help enable youth-citizens to act as stewards of our marine environments.

PUBLIC TOURS:

All ships except Kojima (security issues) were open to the public for hands-on tours. All tours were completely free and open to all, and were advertised to the public by signage and pre-event press coverage. In some cases, such as the *Nippon Maru*, we had to work with lawyers in order to ensure that they would be open to the public, despite insurance concerns. SSF does a huge amount of outreach to ensure that these ships are highly visible and the public has knowledge about and access to these vessels. In total, according to counts done by crewmembers, and disclaimers collected by SSF, over 100,000 visitors accessed the waterfront, and boarded these vessels in 2003.

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PORTS:

Sail San Francisco expanded its reach in 2003 to support vessels in San Francisco, Oakland, Sausalito, Monterey, San Diego, Los Angeles, and Honolulu. We have begun to develop relationships in the maritime communities, the local governments, media outlets, and community organizations in these ports, in order to best serve the ships, and the public who can board them.

MEDIA:

Press coverage is one of the best ways for us to let the public know that they can board these ships for free. Here is a summary of our 2003 state press coverage:

58 Print/Online articles

25 Television spots/features

12 radio spots

Through the news wire services such as Gannett and AP, we are confident that our events also were publicized around the country and abroad. Unfortunately we have no way of tracking these successes other than word of mouth notice. In this way, we have confirmation of news of our events in Japan, Ecuador, New York, and Holland.

SHIP RECRUITMENT:

Through recruitment travel to Ecuador, SSF recently received media coverage in there including five national TV stations as well as three national newspapers, all mentioning San Francisco and California as a destination for their tall ship Guayas. We anticipate that through other planned travel we will continue to receive further coverage in foreign countries.

Also as part of the recruitment, SSF was introduced to and is now working directly with the Vice President of Ecuador, Alfredo Palacio, who is hoping to use the ship as platform to showcase Ecuador to the California communities, reaching far beyond what other tall ships have done in the past. Further, this new relationship is opening new doors with the office of the VP to initiate programs for cultural exchange and awareness to be hosted on port property.

SSF has also been privileged to work directly with the Pentagon, for the third year in a row, hosting naval attaches for 45 countries in an effort to promote our coast line as a target destination for their ships. In May we will be hosting the attaches and Pentagon officials while making a presentation to them about our 2005 event and the many services we provide. Now more than ever, services like

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ours are not only appreciated but are critically needed. Many ships, especially our target group of the Pacific Rim, are in financial straits that prohibit them from traveling without guaranteed support by way of gratis services and even financial assistance. This is sure to more apparent in future years as underdeveloped countries struggle to meet basic costs that do not include the luxury of a tall ship. Thus we are continuing to work to provide more and more services and to identify ways of off-setting expenses through donations of services such as fuel and food.

Sail San Francisco! 2005:

Part of 2003 was spent planning for our triennial international tall ship event, Sail San Francisco! 2005. In addition to the tall ships, a tall ship parade, and multi-cultural music and dance, 2005 will include a global diversity forum. The forum will feature panel discussions and prominent community leaders speaking about a wide range of issues affecting our world today. We are in conversation with UNESCO to co-sponsor this part of the event. Please see attached list of invited ships for more information.

PARTICIPATING AND PARTNER ORGANIZATIONS:

San Francisco Maritime National Historic Park
San Francisco Maritime Museum Association
San Diego Maritime Museum
City of Monterey
City of Honolulu
City of San Diego
City of Oakland
United States Navy San Diego, Seattle and Honolulu
San Francisco Visitor and Convention Bureau
Fisherman's Wharf Merchants Association
US Coast Guard
Speaker's Office of International Relations and Protocol
Consulate of Japan Consulate of Mexico
Consulate of Ecuador
Consulate of Canada
Consulate of New Zealand
Consulate of Spain
Consulate of Ecuador
Consulate of Chile
Consulate of Colombia
Consulate of Indonesia
Consulate of India
Spring Valley Elementary Science School
Presidio Elementary

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Sunnyside Elementary
Kipp School
Gratton Elementary
Bentley School
Marine Mammal Center
California Academy of Science
Marin YMCA
Embarcadero YMCA
Greater Mission YMCA (Waterfront Kids)
East Bay Waldorf School
Camelia Waldorf School
Master Mariners Benevolent Society
Circulo de Colombiano
Protocol Professionals
St. Francis YC
Golden Gate YC
Bayview Boat Club
Sausalito Youth Sailing Foundation
Tall Ship Semester for Girls
Tambores de Colombia Colombian Fusion Group
Colombian Ethnic Dance Ensemble
Tall Ship Hawaiian Chieftain
Tall Ship Royaliste
Tall Ship Alma
Tall Ship Kai'ulani
Tall Ship Gaslight
Tall Ship Esmeralda
Tall Ship Robert C. Seamans
Tall Ship 1812 Privateer LYNX
Tall Ship Californian
Training Ship Kojima
Training Ship Zapoteco

OTHER SSF SPONSORS:

Port of San Francisco
Grants for the Arts
City of San Francisco
Sausalito Yacht Club Foundation
Jewett Foundation
Bay Ship and Yacht Co.
Master Mariners Foundation
Alexander and Baldwin Foundation
Golden Gate Tall Ships Society
The Cannery, Inc
Inland Longshoreman's Union

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LOS ANGELES MARITIME MUSEUM

In 2002, over two hundred thousand visitors lined the waterfront in San Pedro over a 4-day period to view dozens of tall ships. While dockside, thousands of spectators had the opportunity to walk the decks and meet the crews of many of these tall ships. These same visitors and crews pumped hundreds of thousands of dollars into the local economies. Hotels, restaurants, gift stores and other merchants all saw a significant increase in their business due to the impact these tall ships had during their visit to the San Pedro waterfront.

In the summer of 2005, tall ships will once again grace Los Angeles Harbor. *TallShipsLA!* will feature international, regional and local tall ships. The ships slated to be here are historic and new, local to Los Angeles, and from as far away as New Zealand, Ecuador and Mexico.

“Tall Ships” are defined in two ways: by ‘class’ and by their ‘lofty purposes.’ Although tall ships are classified by size and rig, it is the mission of character building and adventure education under sail that adds value and impact to the Tall Ships in the international sail training movement.

- *Class A: All vessels regardless of rig over 160 feet, or over 120 feet and square rigged.*
Most Class A vessels are government owned and operated by the countries’ Navies (or as in the United States the Coast Guard) and act not only for sail training purposes but also more importantly as goodwill ambassadors.
- *Class B: Fore and Aft rigged vessels between 100 to 160 feet.*
A majority of these vessels are owned and operated by non-profit and/or sail training organizations.
- *Class C: (All other fore-and-aft rigged vessels over 30 feet at the waterline) most are privately owned and operated.*

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EVENT SCHEDULE

Thursday, August 11

- 11:00 a.m. – 12:00 p.m. Grand Parade of Sail into Los Angeles Harbor (with sponsor sailing aboard selected tall ships)
- 3:00 – 6:00 p.m. - Ships open dockside free to public
- 4:00 – 7:00 p.m. - Public sails aboard selected tall ships
- 7:30 – 10:00 p.m. – Sponsor receptions dockside aboard selected tall ships

Friday, August 12

- 10:00 a.m. – 6:00 p.m. - Ships open dockside free to public
- 3:00 – 6:00 Public sails aboard selected tall ships
- 6:00 p.m.– 9:00 p.m. – Sponsor receptions dockside aboard selected tall ships

Saturday, August 13

- 10:00 a.m. – 6:00 p.m. - Ships open dockside free to public
- 3:00 – 6:00 p.m. - Public sails aboard selected tall ships
- 6:00 – 9:00 p.m. – Sponsor receptions dockside aboard selected tall ships
- 7:30 – 10:00 p.m. – Crew/sponsor reception hosted by Port of L.A.

Sunday – August 14

- 10:00 a.m. – 6:00 p.m. - Ships open dockside free to public
- 3:00 – 6:00 - Public sails aboard selected tall ships
- 6:00 – 9:00 p.m. – Sponsor receptions dockside aboard selected tall ships

Monday, August 15

- 10:00 a.m. – 2:00 p.m. – Sponsor sails aboard selected tall ships
- Ships depart

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ORGANIZER

The Los Angeles Maritime Institute along with the Port and City of Los Angeles are the official hosts for *TallShipsLA!* All grants and sponsorship fees are paid to the Los Angeles Maritime Institute, a registered 501 (C-3) non-profit organization.

ESTIMATED ATTENDANCE

200,000 people over 4-day period

ENTRY FEE – NONE

While other tall ship events charge a “boarding fee” to help offset event expenses, it is the very strong belief that the Los Angeles event’s remains free to the public.

WEBSITE ATTENTION

In 2002 there were 10,000 hits per day for 1 month leading up to event

DEMOGRAPHICS

Typical Tall ships event demographics

- 60% Age 25 – 54
- 55% College Educated
- 65% Home owners
- 10% earn \$100,000 or more a year
- 29% Families with children between ages 6 & 17
- 61% earn more than \$50,000 per year

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MARITIME MUSEUM OF SAN DIEGO

An estimated 220,000 people crowded the North Embarcadero for Festival of Sail 2002. The event, which took place Thursday, September 12 through Sunday, September 15, featured a spectacular parade of 14 majestic tall ships from four different countries on San Diego Bay, cannon battles and a dockside festival with music, food and lots of fun for the whole family. Many of the visiting ship's captains that participated in various dockside events as they sailed South from British Columbia, said San Diego's was the most well organized tall ships festival on the West coast.

The objectives included creating public awareness and appreciation for the museum and its mission, defining the North Embarcadero as a public space that celebrates the community's maritime history and serves as a permanent home to the Maritime Museum, nurturing relationships with other organizations including the Port of San Diego and other maritime groups on the West coast, delivering a well received and highly visible family oriented event for sponsors and ultimately serving as a fundraising activity for the museum. By all accounts the objectives were squarely met and in most cases exceeded expectations.

The Festival was kicked off by a parade of sail on Thursday afternoon. The *Star of India*, sailing for the first time in 2002, rendezvoused with 12 other ships just past Point Loma and followed them in a grand procession into San Diego Bay, turning at the Coronado bridge and proceeding to their berthing areas along the North Embarcadero. Vessels from the United States Navy, United States Coast Guard, Harbor Police, Border Patrol and United States Customs escorted the parade. Hundreds of pleasure craft joined the flotilla for a chance to sail with these historic tall sailing ships.

In addition to a large inflatable whale and educational activities provided by Birch Aquarium, kids enjoyed vendors that featured everything from "spin-art" Frisbees to kettle corn and cookies. Mostly, the kids just enjoyed the ships. Many younger kids came dressed as pirates or purchased their pirate gear at the festival. They could be seen swashbuckling on the ships from one end of the festival to the other. Older kids were busy collecting and comparing ship stamps in their passports. And everyone was thrilled with the cannon battles. Even if you weren't one of the lucky ones to have a ticket for the sold-out cannon battle cruises, the ships passed close to shore and fired several shots at the large crowd. Ships docked for public tours were obliged to answer back with their own cannons.

Over 300 volunteers helped with the event, from the museum's dedicated docents and regular volunteers to people whose first contact with the museum was as a volunteer for Festival of Sail 2002. The *Californian* and the *Star of India*, with volunteer sail crews on both ships, sailed together for the first time since the museum acquired the state's official tall ship. Naval and Coast Guard personnel, the Sea Scouts and the Coast Guard Auxiliary, pitched in to make the event a success.

The festival received a great deal of coverage from local media. The parade of ships on San Diego Bay on Thursday was a particular favorite of the television cameras and almost every station in town broadcast live from the event on Friday. The prominent news coverage on those days helped swell the attendance on Saturday and Sunday. The Outdoor Channel filmed the event for a half hour segment on their "Whistle Stops" show. Look for it to air in January 2003.

Festival of Sail 2002 Sponsors

California Department of Parks and Recreation
Karl Strauss Breweries
Mervyn's
Nextel
Philip and Heidrun Faulconer
Port of San Diego
Sempra Energy
The California Coastal Conservancy

Ace Parking
Best Western
City Events
Coordinated Maritime Services
Holiday Inn
Hornblower Cruises and Events
KPOP
National Marine Manufacturers Association
Solar Turbines
Star 100.7 FM
Star of India Auxiliary
United States Coast Guard
United States Navy
Walter Andersen Nurseries



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Festival of Sail 2002 Media Coverage

Television

KFMB Channel 8 (CBS)
KNSD Channel 7/39 (NBC)
KGTV Channel 10 (ABC)
XEWI Channel 6 (Fox)
KSWB Channel 5/69 (WB)
KUSI Channel 9/51 (Ind.)
The Outdoor Channel



Print

San Diego Union Tribune
Los Angeles Times
San Diego Log
San Diego Downtown News
Beach & Bay Press
Coronado Eagle-Journal
Peninsula Beacon
North County Times
Coronado Magazine



Radio

KIFM
STAR 100.7

On-Line

Sign On San Diego
San Diego Insider
AOL Digital Cities
HiStar.com



Paid Advertising

Union-Tribune
Downtown News
Coronado Eagle-Journal
Peninsula Beacon
Beach & Bay Press
The Log Newspapers
Star 100.7/Jeff & Jer
La Jolla Village News
Golden Triangle News

